



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

Contract / Revision	Alt Order #
480879 /	06180308
<u>Product</u>	
NRCC IE 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/05/12 - 10/11/12	2602
<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	10/08/12 / 10/08/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	155
<u>Product Code</u>	
	426
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KVVU	10/08/12	10/08/12	MORE Access	6-7pm		:30			NM	2	\$5,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
Week:	10/08/12	10/14/12	2-----	2	\$235.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	KVVU	10/08/12-10/14/12	MORE Access		6-7pm	M-----	:30		\$235.00	NM		
		See MG 23.3										
3	KVVU	10/10/12-10/10/12	The X Factor		The X Factor	---W-----	:30		\$4,820.00	NM		
④	MG for 34.1,57.1,23.2											
N 34	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
Week:	10/01/12	10/07/12	-----1	1	\$4,350.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/01/12-10/07/12	NFL Early Game		NFL Early Game	-----Su	:30		\$4,350.00	NM		
		See MG 23.3										
N 57	KVVU	10/09/12	10/09/12	MORE Access	6-7pm		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
Week:	10/08/12	10/14/12	-2----	2	\$235.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/08/12-10/14/12	MORE Access		6-7pm	-TU-----	:30		\$235.00	NM		
		See MG 23.3										
Totals											129	\$89,115.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	129	\$89,115.00	\$75,747.75
Totals	129	\$89,115.00	\$75,747.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6180308 TRF# 48087
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

CREDIT RISK !!!
HARRIS REPORT FROM REP OCT8/12 16.24
* * * CHANGES * * * * * KVUU-TV * * * *

ADV	#	ADV.	NAME	ISS/NRCC-IE
נְכִיָּה	הַ	נְכִיָּה	נְכִיָּה	נְכִיָּה

REP. # _____ OFF. # 762 SALESMAN # _____
DRIVER NAME DRVR. NUMBER

815 SLATERS LANE
NATIONAL MEDIA RESEARCH PLANNING FUND

SALES	PRSN	PH-	TERESA	DIFURIA
BOILER	NAME	DEN ANGELLE		

ALEXANDRIA, VA 22314
ORDER # _____ CONTRACT # 6180308

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2602 COMMENTS: (LINE, ORDER,

ICE)

ENCL. DATES OCT/07/12 OCT/11/12 WIN I

DATE OCT 8/12 16.24

REP: TO ROSE
FR NIKKI
OK'D M7 SEE LINE 86
TOTAL SAME
PLS CNF THANKS

CON CM * * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * * *

AGENCY ADVERTISER CODE = 155				AGENCY EST# = 2602		
AGENCY PRODUCT CODE = 426						
23	S	600P-700P	.30	\$235.00	10/8	10/8
PROGRAM :	MORE ACCESS					
RA35-64 :	1.1					
CON COM1:	MORE ACCESS					
34	S	1000A-100P	30	\$4,350.00	10/7	10/7
PROGRAM :	FOX NFL SU-GML					
RA35-64 :	7.2					
CON COM1:	FOX NFL SU-GML					
					0	SUN

REP HEADLINE# 6180308 TRF# 480879
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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!
HARRIS REPORT FROM REP OCT 8/12 16-24
CHANGES *** KVUU-TV ***
L-E-A-T 010-223-1111

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	TOTAL:	SPTS:
:	:	:	:	:	:	:	:	DATE	DATE	:/WK:	INVT	:	:/SPTS:	
86	A	800P-1000P			30		\$4,820.00	10/10	10/10	1		WED		1
PROGRAM	:	X	FACTOR											
RA35-64	:	7.2												
ORD COM1:		SPOTS	N/A.	SEE MG	OFFER.	NOT	PRE-BOOKED	PLS	APPROVE.					
THIS	IS	A	MAKE-GOOD	FOR	OCT7	ON LINE-34	FOR 1	SPOT/WK						
THIS	IS	A	MAKE-GOOD	FOR	OCT8	ON LINE-23	FOR 1	SPOT/WK						
THIS	IS	A	MAKE-GOOD	FOR	OCT9	ON LINE-57	FOR 1	SPOT/WK						

PROGRAM : MORE ACCESS
 RA35-64 : 1.1
 CON COM1: MORE ACCESS

STATION MAKEGOOD OFFERS:

M7	OK'D	BUY#34	MISSING: SUN/1000A-100P	OCT7	30S	\$4,350.00	(OCT8/12)
		BUY#23	MON/600P-700P	OCT8	30S	\$235.00	
		BUY#57	TUE/600P-700P	OCT9	30S	\$235.00	
				OCT10	30S	\$4,820.00	PLS ADVISE.
OFFER: WED/800P-100P				MG OFFER.	NOT PRE-BOOKED	PLS APPROVE.	
CMT: SPOTS N/A. SEE							

окт/12 89115.00

MARKET TOTALS \$405,068 KVUU 22% KSNV 37% KVMY 3% KVCW 1% CABL 0%
 SVC- NST DEMOS- RA35-64*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE